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Texas
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+ Center of the Southwest

DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 12, No. 7

JULY, 1933

Price, 15 Cents



Pictured above is the Highland Park Town Hall in which there is also a public library and art exhibit
This is the sixteenth of a series of sketches by Guy F. Cahoon

SOUTHWESTERN CHAMBER of COMMERCE SCHOOL



JULY 24-25-26-27-28

BAKER HOTEL

DALLAS

You Have a Rendezvous! Let's Go!

Never before in history has the Chamber of Commerce executive been confronted with the multitude of problems that confront him today.

Economic conditions are changing so rapidly that even the most alert find it difficult to keep abreast of the times.

Many organizations dealing with the specific problems of business are claiming the attention of business men, to the exclusion of his Chamber of Commerce.

What, then, are we going to do about it?

Talk it over! Indulge in an interchange of ideas! What you are doing about it will be helpful and inspirational to me! What I am doing may give you an idea!

That's what the Southwestern Chamber of Commerce School is for . . . to bring these problems out into the open air and the limelight, so they can be dissected, studied, charted, discussed . . . and **Solved**. We want your serious-minded assistance, and enthusiastically we offer ours, in this common effort to get down to fundamentals in a much-needed analysis of present conditions and ways and means of keeping our organizations up to snuff and functioning satisfactorily under existing conditions.

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Dallas Chamber of Commerce,
Dallas, Texas.
Gentlemen:

Please enroll the undersigned for the SOUTHWESTERN CHAMBER OF COMMERCE SCHOOL, to be held in Dallas July 24-28. Our check for the \$5.00 enrollment fee is attached hereto.

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Address _____

DALLAS CHAMBER OF COMMERCE ♦ DALLAS, TEXAS

DALLAS

Official Organ of the Chamber of
Commerce

Published Monthly

Clyde V. Wallis, Editor
Earl Y. Bateman, Business Manager

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DALLAS

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DALLAS CHAMBER OF COMMERCE

for the general dissemination of
information concerning the Chamber of Commerce
and the economic betterment
of Dallas and the Southwest Trade Territory

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JULY » » » » 1933

VOLUME 12 ♦ NUMBER 7

Take a Tip from Mr. Shelton!

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ADOLPHUS ANNEX

UNDER SUPERVISION
STATE BANKING COMMISSIONER

DALLAS, TEXAS.
June 20, 1933

Mr. Charles W. Davis, President,
Dallas Power & Light Company,
Dallas, Texas.

Dear Mr. Davis:

May I take this means of expressing our appreciation for the survey of our office lighting facilities made by Mr. A. H. Pruning of your illuminating engineering staff. With his "light meter", Mr. Pruning made exact measurements of the old lighting in our offices and his recommendations for increasing the efficiency of our installation were exactly what we needed.

When I requested that you suggest someone who could solve our lighting problem, I had no idea that the Dallas Power & Light Company provides this service without cost to users of light in Dallas. It seems to me that there are many other business establishments which would like to know about the work of your engineering staff.

Thanking you again for this service, I am

Very truly,

E. E. Shelton

Vice President

ESS-pb

Advisory Service

Your problem may be one of power economy in factory production, one of cooling or cooking . . . or of lighting . . . but whatever it is, a skilled engineer on the staff of your electric service company can assist you in finding its solution.

No matter how much, or how little, electricity you use, this advisory service is available to you without cost or obligation. Our engineers will gladly survey and analyze your power or lighting set-up and tell you frankly and impartially how efficiency may be increased.

Before spending any money in the hope of improving power or lighting installations, first learn the facts. It will pay you to take advantage of this free advisory service—not for sale to anyone—but yours for the asking.

DALLAS POWER & LIGHT CO.
PHONE 2-9321
Station 356



DALLAS~A Monthly Magazine

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Entered as Second-Class Matter, February 6, 1922, at the Post Office at Dallas, Texas,
Under Act of March 3, 1879

The National Recovery Administration

Statement by the President Outlining Aims and Policies That Should Be
Kept in Mind in Preparing Basic Codes of Fair Competition

THE law I have just signed was passed to put people back to work—to let them buy more of the products of farms and factories and start our business at a living rate again. This task is in two stages—first, to get many hundreds of thousands of the unemployed back on the payroll by snowfall and second, to plan for a better future for the longer pull. While we shall not neglect the second, the first stage is an emergency job. It has the right of way.

The second part of the act gives employment by a vast program of public works. Our studies show that we should be able to hire many men at once and to step up to about a million new jobs by October 1, and a much greater number later. We must put at the head of our list those works which are fully ready to start now. Our first purpose is to create employment as fast as we can but we should not pour money into unproved projects.

We have worked out our plans for action. Some of it will start tomorrow. I am making available \$400,000,000 for State roads under regulations which I have just signed and I am told that the states will get this work under way at once. I have also just released over \$200,000,000 for the Navy to start building ships under the London treaty.

In my inaugural I laid down the simple proposition that nobody is going to live in this country. It seems to me to be equally plain that no business which depends for existence on paying less than living wages to its workers has any right to continue in this country. By "business" I mean the whole of commerce as well as the whole of industry; by workers I mean all workers—the white-collar class as well as the men in overalls; and by living wages I mean more than a bare subsistence level—I mean the wages of decent living.

Throughout industry, the change from

IMPORTANT

Herewith is published the statement issued by President Roosevelt at the time he signed the National Industrial Recovery Act. It clearly states the purposes of the act and the policies that will be followed in its administration. It is of utmost importance that all trade groups keep these aims and policies in mind in drawing up codes of fair competition. Administrators of the Act are adhering strictly to the policies and interpretations promulgated by the President, and no code that does not drive directly to the President's objectives will receive approval.

The Chamber has collected a tremendous amount of material relating to the Act and its practical application, C. J. Crampton, executive secretary, having made a special trip to Washington to secure this information. It includes copies of the Act, official regulations pertaining to basic codes of fair competition issued by General Hugh S. Johnson, industrial recovery administrator, a suggested form of code as a guide, copies of several codes already submitted, including those of the textile and oil industries, and much additional valuable material. All this is available to members and to trade and industry groups.

Under the sponsorship of the Chamber, more than 1,200 trade association executives and leading industrialists from all parts of the State met in Dallas on June 26. Steps were taken to organize the Texas Industrial Council, designed to bring all industries in the State into prompt participation in the industrial recovery program.

starvation wages and starvation employment to living wages and sustained employment can, in large part, be made by an industrial covenant to which all employers shall subscribe. It is greatly to their interest to do this because decent living, widely spread among our 125,000,000 people eventually means the opening up to industry of the richest market which the world has known. It is the only way to utilize the so-called excess capacity of our industrial plants. This is the principle that makes this one of the most important laws that ever came from Congress because, before the passage of this act, no such industrial covenant was possible.

To Put Millions Back to Work

On this idea, the first part of the act proposes to our industry a great spontaneous co-operation to put millions of men back in their regular jobs this summer. The idea is simply for employers to hire more men to do the existing work by reducing the work-hours of each man's week and at the same time paying a living wage for the shorter week.

No employer and no group of less than all employers in a single trade could do this alone and continue to live in business competition. But if all employers in each trade now band themselves faithfully in these modern guilds—without exception—and agree to act together and at once, none will be hurt and millions of workers, so long deprived of the right to earn their bread in the sweat of their labor, can raise their heads again. The challenge of this law is whether we can sink selfish interest and present a solid front against a common peril.

It is a challenge to industry which has long insisted that, given the right to act in unison, it could do much for the general good which has hitherto been unlawful. From today it has that right.

Many good men voted this new charter with misgivings. I do not share these

(Continued on Page 14)

Continental Supply Company Coming

Another Large Oil Field Equipment Concern Selects Dallas for National Headquarters Because of Strategic Location

DECISION of the Continental Supply Company to move its general executive offices from St. Louis to Dallas definitely establishes Dallas as the principal oil field supply center of the country. Dallas now has 186 companies selling equipment and supplies to the oil industry, including the national headquarters of the Oil Well Supply Company, recently moved here from Pittsburgh, the Guiberson Corporation, with a large plant here, the Mid-Continent plant and offices of the Emsco Derrick & Equipment Company, and many others, some of which are listed below.

The same factors that have caused many producing and supply companies to locate in Dallas were responsible for the decision of the officials of the Continental Supply Company to move to Dallas, after careful analysis and a survey of the principal cities of the Southwest by company officials. First in importance is the fact that Dallas is centrally located with respect to the various important producing fields of the country, with more than sixty-five per cent of the nation's production accessible from Dallas by overnight travel. This means that companies with headquarters in Dallas may maintain closer contact with the industry, with a minimum of time lost in travel and transportation, communications and other expenses reduced to a minimum.

Another important consideration is the fact that Dallas, a city of metropolitan proportions, with its beautiful residential districts, its excellent educational facilities, its cultural development, its healthful climate—offers to such organizations, in greater abundance than any other city in the Southwest, the kind of living conditions and home surroundings they demand for their families and personnel.

The fact that headquarters, once located here, may be considered as permanent was another important factor. Dallas is not only central with respect to present operations but is sure to be convenient to any new discoveries made in the future. Dallas' growth as an oil center has not been due to any one field, but to its strategic location with respect to the major producing areas of the entire Southwest, and the Continental Supply Company did not hesitate to take a long-term lease that makes its location here permanent. Concerning the move, a statement prepared by the company says:

Dallas Selected After Survey

"The Continental Supply Company was organized twenty-one years ago and does

a general business in oil and gas well supplies. In addition to distributing throughout the oil country, pipe and other materials manufactured by the Youngstown Sheet & Tube Company, it is the exclusive agent in the midcontinent field for the distribution of the oil well drilling machinery and pumping equipment manufactured by the Emsco Derrick & Equipment Company of Los Angeles and Dallas.

"At the time of the formation of the company in 1912, St. Louis was the logical place for the general offices of the company, due to the fact that its stores were about equally divided in locations east and west of the Mississippi River. The development within the last decade of the large oil fields in Oklahoma, Texas and Kansas has materially changed the

distribution of the company, with the result that most of its stores are located in those states.

"The officers and directors have felt for some time that the general offices of the company should be located at a point more central to its activities. With this end in view, a very careful survey was made of the entire oil country, and after months of investigation it was decided that Dallas, being practically the geographic center of the present oil-producing territory, the interests of the customers of the Continental Supply Company could be better served in having its general offices located at that point.

"It has at the present time about fifty stores and offices located in the oil fields
(Continued on Page 19)

NEW HOME OF THE CONTINENTAL SUPPLY COMPANY



This building, at the corner of Commerce and Lane Streets, is being completely remodeled to house the general offices of the Continental Supply Company. When completed, it will be one of the most modern and attractive buildings in Dallas and will be equipped with a cooling system. The building is owned by the J. W. Crowder Realty Company. Remodeling is under the direction of Whitson & Roberts, Santa Fe Building, with DeWitt & Washburn, Kirby Building, supervising architects.

Legislature Reduces Government Cost

Forty-Third Session Accomplishes More Than Any Session in Recent Years in Cutting Tax Expenditures

By C. A. Jay, Executive Vice President,
Industrial, Commercial and Agricultural Conference

THE Governor of Texas and the members of the 43rd Legislature have, in my judgment, accomplished more than any administration during recent years to secure permanent reduction in the cost of State and local government; and the task of putting over this program has not been easy to perform. While there has been a widespread demand on the part of individual taxpayers of this State for economy in government, and from most of our commercial and civic organizations, still this Legislature found, as all others have found, that frequently organized groups will demand economy in all departments of government except those where they are spending the money. To do what they did do, the Legislature had to fight every inch of the way against many organized groups and agencies who opposed any change in the existing order of either State or local government, as well as those agencies that are strong for economy, but always want economy practiced on some legislation other than that which is under immediate consideration. When judged from a fair standard, the present Legislature unquestionably has within the field of controlling public expenditures done a good job.

The time unquestionably has arrived—and the Legislature seemed to realize this—when economy in the operation of State government must become a reality, rather than a theory. President Roosevelt has recognized this fact in the administration of national affairs; while the Federal government has been making tremendous expenditures toward the relief of unemployment, the President has at no time weakened in his determination to see that the ordinary operating costs of the Federal government are reduced to the absolute minimum. This is the first year that the Texas Legislature has operated under the provisions of the uniform budget law requiring the Governor to submit to the Legislature as soon as it convenes, major appropriation bills, in which are recommended appropriations which the Governor believes adequate to meet the needs of operating the State government. It is interesting to note in this particular that in compliance with the law the Governor submitted to the Legislature four major appropriation bills in which there was recommended altogether an appropriation of \$30,749,308. The Legislature actually appropriated for these purposes a little more than thirty-two million dollars. Unquestionably, the standard set

for economy in State government by the Governor in sending these appropriation bills to the Legislature under the provisions of this law was a major factor in holding appropriations within reasonable bounds; and the saving of thirteen million dollars which was accomplished this year is a legislative action which the taxpayers of this State unquestionably approve.

Cut Appropriations \$13,000,000

Appropriations for the ensuing biennium have been cut more than thirteen million dollars; and if you include those revenues which are expended without direct legislative appropriation it is probable that there will be a total reduction of between twenty-two and twenty-four million dollars in the expenditures of State government during the ensuing biennium.

But of far more importance than any temporary saving effected through appropriations by one session of the Legislature is the action of the Legislature in laying the foundation for permanent economy in public expenditures in this State. For years, the constant trend of State government has been to increase taxes and to spend more money. This is evidenced by the fact that from 1920 to 1930, expenditures of the State government increased seventy million dollars.

This session of the Legislature submitted a constitutional amendment which will be voted on by the people at the next general election. This amendment (S. J. R. No. 13) by Woodward, places a limitation on the power of the Legislature to tax, as well as upon its power to spend; and provides that revenue collected from taxes, licenses, permits and fees shall never exceed \$22.50 per capita for the biennium, and that expenditures from these sources shall never exceed this amount. The figure set by this amendment is reasonable in that it is based on a practical average for the past eight or ten years. And it gives the taxpayers of this State an opportunity to write into the fundamental law of this State a guarantee for all time to come against such wild periods of spending as we experienced in 1929-1930. Furthermore, it will tend to discourage a tendency which has in the past proved extremely harmful to continuously multiply governmental agencies and departments. In the past, when the need has arisen for some new service to be performed, we have always created a new agency to perform it, but have generally neglected to discard some other agency which has already outlived its day of

usefulness. So long as all that was necessary to create a new agency was to levy new taxes which could be levied without limitation it was generally accepted as far easier to create new governmental agencies than to abolish those already existing. Unquestionably, this amendment, if adopted, will save millions of dollars to the taxpayers of this State and will at the same time be a tremendous force to guarantee efficient organization and handling of public affairs.

Heaviest Expenditures by Local Units

The average taxpayer is inclined to think of economy in government in terms of immediate reduction in appropriations for the State government; but the fact is that the heaviest expenditures of tax funds are made by local units of government, and not by the State government. Local units of government in Texas in 1932 collected and expended approximately 130 million dollars. The organization of county government is generally recognized as probably one of the most inefficient of any of the local units. There is tremendous duplication of effort and loss of money by the county government and city government. This Legislature submitted to the people the Coombes amendment—H. J. R. No. 14. If this amendment is adopted by the people it will, without question, mean an annual saving to the taxpayers of this State of at least six or seven million dollars; and this saving will be a continuous one, going on from year to year. The amendment provides a workable organization of county government by the consolidation of existing offices; it expands the power of the Commissioners' Court to handle county affairs; it makes possible, through a system of contacts, the elimination of duplication between city and county government and the waste incident thereto; and authorizes the Legislature to provide more modern methods of handling county affairs.

These amendments, submitted by the Legislature, if adopted by the people, will give Texas the most modern constitution of any state in the Union as it applies to the field of county government; because the Coombes resolution is a mandatory resolution completely reorganizing county government in every county in the State. The Poag resolution makes possible the consolidation of counties and division of counties, and the Rawlings resolution is especially adapted to meet the need of seven or eight counties in Texas which have large cities. There is no conflict between these amend-

(Continued on Page 20)

Dallas Factories — What They Make

Note—This is the fourth of a series giving information about Dallas manufacturers and their products, which will be continued until the entire list of Dallas industries has been covered.

* * *

Texlite, Inc., 4112 Commerce St.

Products: Neon signs, electric signs, porcelain enamel signs, porcelain enamel products. (Operate large porcelain enameling oven equipped to do contract work.)

Trade name: "Texlite."

Territory covered: National.

Method of distribution: Direct to consumer through agents and branches in Houston, Fort Worth and New York City.

Officials: H. H. Wineburgh, president; Earl Lamm, secretary; E. F. Boeckman, general manager.

* * *

Consolidated Candy Company, 826 Exposition Ave.

Products: Candy.

Trade name: "Triple C" brand.

Territory covered: Texas, New Mexico, Arkansas, Oklahoma, Louisiana, Missouri, Kansas.

Method of distribution: Through jobbers.

Officials: L. Finucane, president; W. E. White, vice-president; J. A. Wellborn, secretary-treasurer.

* * *

Byer-Rolnick Company, 1201 Young St.

Products: Men's felt hats.

Trade names: "Byer-Rolnick," "Varsity Club," "Country Club," "Commodore," and others.

Territory covered: Texas, Oklahoma, Arkansas, Louisiana, New Mexico.

Method of distribution: Through retailers.

Officials: E. R. Byer, president; Harry Rolnick, secretary and vice-president; Gus Rolnick, treasurer.

* * *

Dixie Wax Paper Company, Inc., 1300 South Polk St.

Products: Waxed paper, glassine bags, waxed paper bags.

Trade name: "Fresheen."

Territory covered: Southwestern states.

Method of distribution: Direct to consumers. Plant also in Memphis.

Officials: Louie Kimple, president; Stuart Moore, vice-president and treasurer; T. S. Williams, secretary.

* * *

Gulf Cone Company, Inc., 2220 South Harwood St.

Products: Ice cream cones.

Trade names: "Tip Top Straight," "Good Luck Cup," "Favrit Straight," "Cluster," "Dubl-Dip," "Duble-Heder," "Twin and Whopper Cup."

Territory covered: Six southwestern states.

Method of distribution: Through wholesalers, jobbers and manufacturers.

Officials: J. B. Johnson, president; O. B. Alexander, vice-president.

* * *

Morten Milling Company, 916 Cadiz St.

Products: Flour, corn meal and by-products.

Trade names: Family flour — "La France," "Cotton White," "White Face," "Blue Bonnet"; bakers' flour—"Drinkwater" and "Texas Best"; corn meal—"LaFrance" and "Blue Bonnet."

Territory covered: Locally, throughout State, southeastern states and internationally.

Method of distribution: Through retailers, wholesalers, jobbers and brokers.

Officials: F. E. Cowan, general manager; E. B. Mangum, assistant manager.

* * *

Dallas Broom & Mop Manufacturing Company, 2400 Harrison St.

Products: Brooms—warehouse, janitor, parlor, hearth and whisk; mops—household, janitor, roofer and mop heads.

Trade names: "Cliff Quality Brooms," "Owl Brand Mops."

Territory covered: Texas, Louisiana, Oklahoma, Arkansas, New Mexico and Arizona.

Method of distribution: Through jobbers.

Officials: C. H. Chatten, proprietor.

Stanard-Tilton Milling Company, 2400 South Ervay St.

Products: Family and bakery flour, wheat and corn feeds, cream and corn meal.

Trade names: "American Beauty" extra high-grade family flour; "Reliable," bakers' hard wheat flour; "American Beauty" cream meal; "Royal" corn meal.

Territory covered: Texas, Louisiana and all states east of the Mississippi River.

Method of distribution: Through retailers, wholesalers and bakers.

Officials: W. K. Stanard, president; J. R. Brown, vice-president; D. S. Donovan, manager.

* * *

Southwest Chemical Corporation, 3408-10 Ross Ave.

Products: Insecticides, disinfectants, deodorizing blocks, urinal cakes, furniture polish, floor dressing, sweeping compound, deodorizing crystals, moth exterminator, roach powder, scrubbing soaps, pipe cleaner, toilet flush.

Trade-marks: "San-O-Shine," "Soweco Fli-Sla," "Soweco" and "Southwest."

Territory covered: Texas, Oklahoma, Louisiana, Arkansas and New Mexico.

Method of distribution: Direct to office buildings, court houses, jails, schools,

National Distribution for Another Dallas Product



The Inside Tray Company, 3301 Oak Lawn Ave., is now marketing on a national scale a new tray for curb service, manufactured in the plant of the John E. Mitchell Company, 3806 Commerce St. The tray fits inside the car door, permitting windows to be closed. It is marketed under the trade name, "Ace of Trays," and is distributed through jobbers and agents. M. Boyd Keith is president of The Inside Tray Company, and John E. Mitchell, John E. Mitchell, Jr., and Orville Mitchell are directors.

colleges, city administrations, department stores, theaters, etc.

Officials: J. William Morrow, president; E. S. Morrow, secretary-treasurer; W. M. Spessard, vice-president.

* * *

The Schoellkopf Company, 804-16 Jackson St.

Products: Horse collars, saddles, harness, strap work; automobile tire covers, seat covers, top covers; work clothing, automobile batteries, men's belts, dog harness and collars.

Trade-mark: "Jumbo."

Territory covered: Texas, Oklahoma, Louisiana, Arkansas, Missouri, Kansas, Georgia, Mississippi, Florida.

Method of distribution: Through retailers, wholesalers and jobbers.

Officials: J. Fred Schoellkopf, president; Hugo W. Schoellkopf, vice-president; G. O. Moore, secretary-treasurer; M. J. Linehan, general sales manager.

* * *

Henry Pollack—Luggage, 1910 Elm St.

Products: Trunks of every description, cases, overnight cases, fitted and unfitted; hat cases, bags of all kinds.

Trade names: "Polly Brand," "Best on Earth."

Territory covered: State of Texas.

Method of distribution: Direct to consumers and through retailers.

Officials: Henry Pollack, president.

* * *

El-Food Corporation, 3104 Oaklane Ave.

Products: Mayonnaise, sandwich spread, thousand island dressing, French dressing and salad dressing.

Trade names: "El-Food" mayonnaise, sandwich spread, thousand island and French dressing; "Ex-Cel" salad dressing.

Territory covered: Throughout State and to some extent in surrounding states.

Method of distribution: Through wholesale jobbers and distributors.

Officials: W. D. Kennedy, president; A. J. Bundschuh, secretary.

* * *

Temple Manufacturing Company, South Haskell Ave., P. O. Box 1001.

Products: Pine and hardwood boxes and crates, soda cases, banana crates, milk bottle crates, poultry coops, beer cases, egg cases.

Trade names: "Temple," "Temple Junior" and "Economy" milk bottle crates.

Territory covered: Nationally, with a little international business.

Method of distribution: Direct to consumers, through manufacturers' agents, and through own branches at Harlingen, Elsa, Raymondville, Pharr and Odem, Texas.

Officials: Arthur Temple, president; M. H. Tripp, vice-president and general manager; G. M. Lee, secretary, E. C. Enlow, sales manager.

* * *

Better Monkey Grip Products Company, 409 North Zangs Boulevard, P. O. Box 4277, Sta. A.

Products: Tire patches, gasket cement,

More Expansions

Pollock Paper & Box Company, because of rapid increase in business volume, is building an addition to its plant at 2236 South Lamar St., that will provide more than 10,000 square feet of additional floor area.

* * *

The Southwest Tablet Manufacturing Company, 2501 Browder St., has acquired the plant of the Southwest Ticket & Coupon Company, 110 South Beckley Ave., and will operate it at the same address as the Ticket & Coupon Division of the Southwest Tablet Manufacturing Company. As soon as additional space can be provided at the company's main plant the ticket and coupon division will be moved to the plant location.

* * *

W. H. Barrow Ink Company is now located at 4212-B Dickason Ave., in larger quarters made necessary by increased business. W. H. Barrow reports that "this business has shown a steady increase each month and it has been necessary to move my plant. If business in general continues to increase I will be forced to move again in the next sixty days."

* * *

The Paper Excelsior Packing Company, 1214-16 Marilla St., has acquired the Miller Paper Box Factory, formerly located at 3112 West Davis St., and is operating it as a box department, manufacturing a complete line of set-up paper boxes.

* * *

Justin McCarty, Inc., manufacturers of women's dresses, now located at 904 Commerce St., have leased the two-story building at 804 Commerce St., and are remodeling it at a cost of \$15,000. The new location provides space for substantially enlarging the plant made necessary by increased business.

* * *

The Haggar Company, with plant and general offices in the Fourth Unit of the Santa Fe Building, has established another pants factory at 1415 Young St., which will employ 250 persons. Increased business, which the company's main plant cannot meet, caused the establishment of the new plant, according to J. M. Haggar, president. The new plant has 180 machines and others will be added as needed.

rubber cement, radiator cement, top dressing.

Trade names: "Moco Monkey Grip," "Better," "Indian," "Lone Eagle."

Territory covered: Monkey Grip Brand is sold nationally; Better Brand, Indian and Lone Eagle are sold in Texas and surrounding territory.

Method of distribution: Monkey Grip Brand sold through jobbers exclusively; Indian and Lone Eagle Brands are sold through manufacturers' agents, and Better Brand is sold through own exclusive distributors.

Officials: John R. Blanton, president; Rudy Copeland, Jr., vice-president; T. C. Branch, vice-president; P. H. Lehmann, secretary-treasurer.

* * *

Chase Bag Company, 1111 South Lamar St.

Products: Cotton bags for meal, feed, flour, cement and coffee; burlap bags for grain, feeds and oil mill products; paper bags for feeds, meal and flour.

Territory covered: Texas, New Mexico and Oklahoma.

Method of distribution: Direct to consumer.

Officials: M. W. Gary, manager.

* * *

Natural Food Products Company, 4102 Live Oak St.

Products: Flours, meals, breakfast foods, breads, cakes, macaronies, noodles and nut butters—all goods certified to retain their natural properties when packed for distribution.

Trade name: "Vita Tex."

Territory covered: Locally and some mail order business from different states. Method of distribution: Through retailers.

Officials: Claude C. Judy, president and owner.

* * *

The Procter & Gamble Manufacturing Company, 1226 Loomis St.

Products: Edible oil products.

Trade names: "Crisco," "Flakewhite," "Invincible," "Primex," "Fluffo," "B&C Primex," "Atlas Salad Oil," "Puritan Salad Oil," "Marigold Cooking Oil," "White Clover Cooking Oil."

Territory covered: Several states.

Method of distribution: Through retailers and wholesalers.

Officials: H. J. Marx, superintendent.

* * *

The Dorsey Company, 1000 Commerce St.

Products: Blank books, loose leaves (all forms and sizes), order books, annuals (school and college), direct-mail pieces, catalogs, loose leaf devices, binders, etc.

Trade name: "Phoenix Brand."

Territory covered: Texas, New Mexico, Oklahoma, Arizona and by mail throughout country.

Method of distribution: Direct to consumer.

Officials: Henry Dorsey, Jr., president; Mrs. Henry Dorsey, vice-president; James Wilkinson, secretary-treasurer.

◆◆◆

Dallas visitors to the Century of Progress Exposition in Chicago are urged to visit the exhibit of American Airways in the Travel and Transport Building, where Dallas, along with other important cities on the lines of American Airways, has an exhibit.

• EDITORIALS •

Industrial Recovery Act

The new industrial recovery act is now an actuality. Although it is one of the most revolutionary steps ever taken, and certainly marks a new era in American business, its purpose is to bring fair pay and reasonable working hours to labor and at the same time to insure a fair return of profit on capital investment. It is obvious that it must accomplish both or it will be a failure.

Whether we agree with the principles of such an act or not, it is now the duty of both employer and employee to work in harmony and unselfishly in order that it may be successful. Neither must try to "chisel" the other, and all must realize that greater hope of successful progress lies in the constructive process of not only raising commodity prices and thereby increasing buying power, but also in allowing business a fair profit and utilities of all kinds a reasonable rate on whatever they sell.

We cannot expect salaries and wages to go up and at the same time demand or force arbitrary reductions in rates of return on legitimate investments.

We are not making a plea for any specific industry, but we just don't believe prosperity can be achieved through destruction, whatever form it may take, or whatever industry it affects, whether it be farming, manufacturing, banking or merchandising.

Let's at least be consistent.

Our Oil Growth Permanent

During the last few years our growth as an oil center has been remarkable. But of far greater importance is the fact that this growth is of a permanent nature.

It has been the history of oil development that many boom cities have been built, enjoying remarkable growth during the life of oil production in nearby fields or regions. But when those regions no longer produce oil, or when the feverish development is over, population moves away and business declines, depreciating realty values and bringing distress to those local institutions that have expanded in the belief that their good fortune was permanent.

But not so with Dallas. Its growth has not been due to oil discoveries nearby or to developments in any one field or region. Oil and supply companies locating in Dallas have done so because Dallas is central with respect to oil production throughout the Southwest. They have selected Dallas because all important oil areas are accessible by overnight travel, and because they know that when future fields are discovered they will be easily accessible from Dallas.

Oil and supply companies have grown tired of the expensive process of changing locations with every new discovery. The oil industry has settled down; it is seeking a means of reducing expenses, of operating as any other business would operate, and is

giving more consideration to selecting a suitable location that will be permanent than ever before in its history. Oil executives, with these thoughts in mind, naturally turn to Dallas as the one metropolitan center in the Southwest meeting all their requirements.

Dallas' development as an oil center has just begun, and its growth will be sound, permanent, stable.

Dallas Spirit Gets Results

During the past two weeks we have had the good fortune to be able to announce the retention of Chevrolet and other important General Motors units for the Southwest in Dallas, regardless of the fact that this corporation owns property in a neighboring city. Also the removal of the headquarters of the Continental Supply Company from St. Louis to Dallas.

These were the results not only of much work on the part of the employed staff of the Chamber (for instance, the Continental decision came after sixteen months of negotiations), but because we had the fine, intelligent co-operation of many of our business institutions and individual business men. These are examples of what the "Dallas Spirit" can do, and the writer is anxious that others on our staff and the outside interests that assisted receive proper credit and appreciation.

It also shows that Dallas is recognized as the commercial center of the Southwest. We are striving to maintain our rightful leadership in the Southwest (a recent example being our action in calling the statewide trade association meeting here to study the new industrial recovery act for which we received nationwide publicity), but we must have the actual and financial assistance of all our citizens to continue to be successful.

Industry Again Active

For the first time in many months, trade journals are reporting expansion plans and new development programs on the part of some of the leading industrial concerns of the country.

There is a definite trend in the direction of decentralization of manufacture and distribution, and far-seeing executives are again building up their organizations, establishing new regional plants, sales offices and warehouses, placing their houses in order for the business revival.

The Chamber, through the Industrial Department, is maintaining close contact with these concerns. Hundreds have already been furnished information on the Southwest and on Dallas as the logical location from which to serve this great market.

The ensuing months should see many important new concerns located here; the outlook for development from this source is the best since 1929.

New Concerns Show Big Increase

Record for First Six Months of 1933 Represents Gain of 65 per cent
Over Same Period Last Year

New concerns established in Dallas during the first half of 1933 are sixty-five per cent ahead of the same period last year, with no evidence yet of the slump that usually comes with the summer months. Records of the Industrial Department show a total of 680 new businesses for the first six months of 1933, compared with 412 for the same period in 1932. Recently there has been a noticeable increase in new local manufacturing plants, numerous instances of substantial enlargement of existing plants, an increasing tendency on the part of oil and supply companies to select Dallas because of its central location with reference to all important oil fields in the Southwest, and many instances of national concerns establishing branches here or reopening branches temporarily closed during the depression.

June records show 104 new concerns, including seven wholesale, fifty-three retail, twelve manufacturing, ten oil producing and supply companies, eight branches of sectional or national concerns and twenty-one classified as miscellaneous.

New Factories

Among the twelve factories established during June, the more important were:

Excel Auto Radiator Company, 2400 Holmes St., to manufacture automobile radiators, cores and supplies. Home office, Chicago. Phil F. Sperry, general manager. Other branches are maintained in Philadelphia, Kansas City, Minneapolis and Oakland.

Walker Laboratories, 1327 McKinney Ave. To manufacture Walker's beverage crystals—extracts, concentrates, flavors, chemical specialties and food products. James W. Walker, president; Chester W. Bricker, sales manager.

King Manufacturing Company, 1415 Young St. To manufacture ladies' neckwear, flowers, blouses, sports wear and children's clothing. Walter Earl King, owner.

Bramlett Mill & Manufacturing Company, 2528 Pacific Ave. Planing mill.

Banner Specialty Company, 4027 Commerce St. Manufacturers of Banner vegetable slicer.

Moto-Lax Sales Company, 3515 Hall St., established by A. J. Tyler, from California. To manufacture "Moto-Lax," for use in cleaning automobile cylinders.

Theatre Safety Service Company, 302½ South Harwood St. Manufacturing Model A Automatic Film Protector, a device for attachment to standard motion picture projectors to prevent fire. J. S. Groves, vice-president and general manager. Distribution nationally through

the branches of the National Theater Supply Company.

Dixie Cultivator Corporation, 412 Factory St., Love Field. To manufacture cotton chopping machines. Plant moved to Dallas from San Antonio. Now engaged in development work largely, with production scheduled for latter part of year.

New Branches and Agencies

Connecticut Mutual Life Insurance Company, Hartford, Conn., established offices in the Republic Bank Building, with E. F. White as general agent and C. B. Patterson as Dallas supervisor.

Ohio State Life Insurance Company, Columbus, Ohio, established offices in the Republic Bank Building, in charge of Charles B. McClure.

United States Gauge Company, New York, appointed Merrithew Sales Company, 2421 Commerce St., as sales agents and distributors.

Electrolux, Inc., New York, manufacturers of vacuum cleaners, established regional office in the Athletic Club Building, in charge of R. F. Dailey as branch manager.

New Oil and Supply Companies

Lufkin Foundry & Machine Company, Lufkin, Texas, established sales office at 1504 Magnolia Bldg., in charge of Walter Trout as manager. Oil field equipment.

Elbar Corporation, 809 Burt Bldg. Oil producers. L. W. Davidson, production superintendent.

Bennett Oil & Gas Company, 752 Baker Hotel. Oil producers. Frank W. Bennett, president.

Federal Crude Oil Purchasing Company, First National Bank Building; Delaware corporation qualified to do business in Texas, with O. W. Shaw as Texas agent.

General Concrete Company, incorporated by Carl Short, 3503 Dickason Ave., and associates, to do cementing and concrete work in oil fields.

Welded Tank & Steel Company, incorporated by Dee E. Humphrey, Hugh E. Prather and J. J. Eckford, to erect steel tanks.

Kings Creek Oil Company, incorporated by L. A. Stemmons, W. P. Bentley and John J. Simmons.

Marts & Beaven Three Properties, Inc., chartered by E. R. Marts, W. J. Beaven and R. T. Cowan.

Marts & Beaven, Inc., oil producers, incorporated by E. R. Marts, W. J. Beaven and B. M. Marts.

Texas Independent Refiners' Associa-

tion, Tower Petroleum Building, Freeman W. Burford, president; J. B. Gambrell, executive secretary. Trade association.

Miscellaneous Concerns

Standard Attractions, Inc., 308 South Harwood St. Motion pictures. Ed Blumenthal, president.

Moroney-George, Inc., 1209 Republic Bank Bldg. Investment securities and loans. R. B. George, president; J. M. Moroney, vice-president; R. S. Lowe, vice-president; M. L. Roberts, secretary-treasurer.

Fincher Roof & Water Proofing Company, 801 North Hawkins St. Roofing contractors.

Snowtox Company, 411½ North Ervay St., Room 6. Beauty parlor supplies.

New Government Office

Dallas has been designated as State headquarters for the Home Owners' Loan Corporation with James Shaw, State Banking Commissioner, Texas director. Headquarters will probably be located in the old City National Bank Building at Main and Murphy Streets. The new corporation's purpose is "to provide emergency relief with respect to home mortgage indebtedness, to refinance mortgages and the like." It is estimated that the Dallas office will make loans amounting to \$100,000,000 to refinance home mortgages in Texas. A large personnel will be employed.

Independent Refiners

Establish Office Here

Organization of the Texas Independent Refiners' Association was perfected at a meeting held in Dallas June 25. Dallas was selected as headquarters and Freeman W. Burford, president of the East Texas Refining and associated companies of Dallas, was elected president.

Other officers include: Vice-presidents, E. W. Moutray of the Moutray Oil Company of Abilene, R. G. Cocanower of the Olney Oil & Refining Company of Wichita Falls, D. W. Hovey of the Republic Oil Refining Company of Houston, and Dan Danciger of the Danciger Refineries of Fort Worth; executive secretary, J. B. Gambrell of Dallas; treasurer, C. R. Starnes of the Texas Oil Products Company of Gladewater.

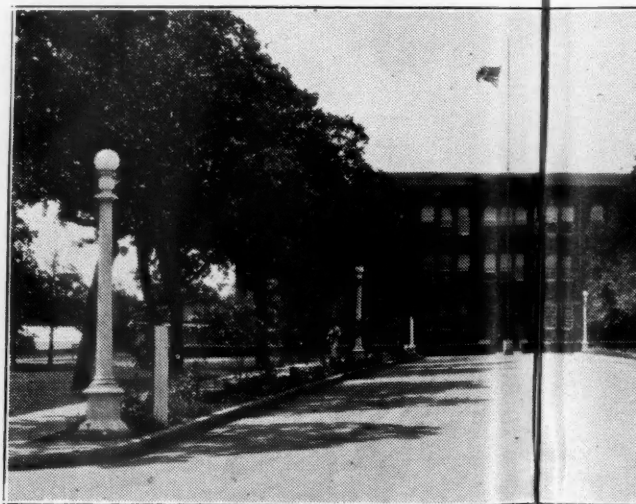
Offices of the new association, formed to serve as the trade body of non-integrated Texas refiners under the national industrial recovery program, have been opened in the Tower Petroleum Building.

Arlington Downs is the result of a lifelong dream of Col. W. T. Waggoner whose confidence in Texas inspired him to build one of the world's most complete and modern racing plants, the original cost amounting to approximately \$1,500,000. Improvements are now being made to provide for a Fall racing meet which will bring many of the world's swiftest blooded horses to Texas. A parimutual system of wagering has recently been legalized by the Texas Legislature and will be installed at this modern plant.



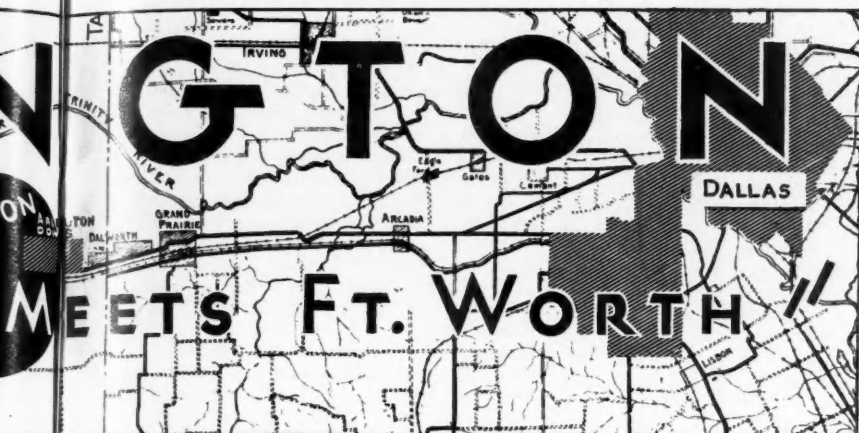
With over 6,000 people, modern homes, efficient public schools, a college (gas, new and modern sewer system, paved streets and recreation advantages of city life without many of the disadvantages of a big city. on the most travelled highway in Texas, there are over 9,000 motor vehicles Highway Department. Interurban, railways, and de luxe bus service in Dallas or Fort Worth and enjoy transportation facilities as available

Arlington people are charming in hospitality, enthusiastic, civic conscious, and ready to champion every movement for the culture and welfare of their city. Regardless of the progress that is being made, the immediate territory still offers much to those that locate here in the near future. Arlington is not grown. Arlington needs a large hotel, more factories, more business houses and more homes. For those who strive to be prosperous and happy, we extend a hand to greet you and welcome you. This is a place where the city man plays. Enjoy our municipal golf course, fine swimming pool, and other outdoor attractions. The city park is a meeting place for clubs, associations and all kinds of public gatherings, both for this section as well as our city.



Three fine public school buildings and one junior college with a com-

The 17th long session of this co-educational branch of the Textile Institute will be held at the college on September 18th, this year. ¶ This college is conveniently located for students interested in courses in agriculture, industrial aviation, mechanics, sports, R. O. T. C. Unit, and splendid library. Write for catalog or information to:



ols, a college (pictured below), factories, pure Artesian water, natural advantages, Arlington is a city in which to live and enjoy all the a bigger city. Located almost midway between Dallas and Fort Worth 0 motor vehicles visit us daily, according to recent surveys of the State e bus service operate frequent schedules. Many of our citizens work lities as available and dependable as those who live in either city.

Arlington Mineral Water

Arlington Mineral Water is from a well located in the center of the business district. This famous well has brought strength and health to many afflicted thought beyond relief. There is no charge for the water in Arlington, as it is owned by the city. It is shipped all over the United States. Great quantities are sold at wholesale in both Dallas and Fort Worth. Mineral crystals are also manufactured from this water and distributed from here.



S AGRICULTURAL COLLEGE

branch of the Texas A. and M. College will open September 1st, 1933. Conveniently located to both Dallas and Fort Worth students. Industrial aviation, industrial electricity, and industrial library. Write D. A. Bickel, Registrar, N. T. A. C., Dallas, for catalog or details.

Arlington has about 100 business houses, about 1,000 residences, ninety blocks of paving and eight churches. The Southern Ornamental Iron Works has a plant costing \$250,000. Adjoining the city limits to the east are the Three D's Stock Farms, owned by W. T. Waggoner, oil man, pioneer stockman and capitalist, representing an investment of a million and a half dollars. The best race horses in the United States are trained on the grounds of this mammoth stock plant. The home of the Eastern Star, costing \$500,000, is here, and also the Home for Aged Masons, valued at \$500,000. The taxable value of the city of Arlington is \$3,750,000. Arlington has one of the best newspapers in the State.



bined building program of \$200,000. Ninety blocks of paved streets.

Never-failing supply of natural gas. Industrial sites of any type at low prices.

Abundant supply of productive labor.

Home of Southern Ornamental Iron Works' new \$250,000 factory.

Home of "Three D's" Stock Farm, costing \$1,500,000.

Heart of richest cotton-producing region in the world.

Extensive farm diversification, being the largest poultry center in the State.

"Where Fort Worth meets Dallas."

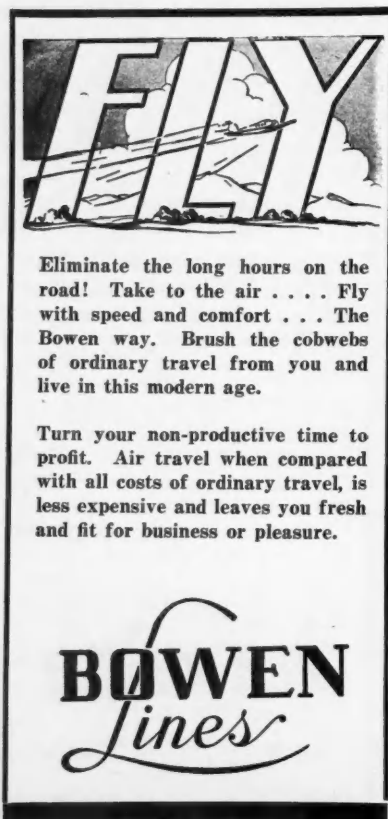


VACATION TIME....
IS
HERE AGAIN

Plan now to spend your vacation at **GALVESTON'S FINEST HOTEL.** Right on the beach, overlooking the Gulf

An illustrated folder will be sent upon request.

Buccaneer Hotel
ON THE BEACH
GALVESTON TEXAS



FLY

Eliminate the long hours on the road! Take to the air . . . Fly with speed and comfort . . . The Bowen way. Brush the cobwebs of ordinary travel from you and live in this modern age.

Turn your non-productive time to profit. Air travel when compared with all costs of ordinary travel, is less expensive and leaves you fresh and fit for business or pleasure.

BOWEN Lines

National Recovery

(Continued from Page 5)

doubts. I had part in the great co-operation of 1917 and 1918 and it is my faith that we can count on our industry once more to join in our general purpose to lift this new threat and to do it without taking any advantage of the public trust which has this day been reposed without stint in the good faith and high purpose of American business.

But industry is challenged in another way. It is not only the slackers within trade groups who may stand in the path of our common purpose. In a sense these groups compete with each other, and no single industry, and no separate cluster of industries, can do this job alone, for exactly the same reason that no single employer can do it alone. In other words, we can imagine such a thing as a slacker industry.

A Challenge to Labor

This law is also a challenge to labor. Workers, too, are here given a new charter of rights long sought and hitherto denied. But they know that the first move expected by the nation is a great co-operation of all employers, by one single mass action, to improve the case of workers on a scale never attempted in any nation. Industries can do this only if they have the support of the whole public and especially of their own workers. This is not a law to foment discord and it will not be executed as such. This is a time for mutual confidence and help and we can safely rely on the sense of fair play among all Americans to assure every industry which now moves forward promptly in this united drive against depression that its workers will be with it to a man.

It is, further, a challenge to administration. We are relaxing some of the safeguards of the antitrust laws. The public must be protected against the abuses that led to their enactment, and to this end we are putting in place of old principles of unchecked competition some new government controls. They must above all be impartial and just. Their purpose is to free business—not to shackle it—and no man who stands on the constructive forward-looking side of his industry has anything to fear from them. To such men the opportunities for individual initiative will open more amply than ever. Let me make it clear, however, that the antitrust laws still stand firmly against monopolies that restrain trade and price fixing which allows inordinate profits or unfairly high prices.

If we ask our trade groups to do that which exposes their business, as never before, to undermining by members who are unwilling to do their parts, we must guard those who play the game for the general good against those who may seek selfish gains from the selfishness of others. We must protect them from the racketeers who invade organizations of both employers and workers. We are spending billions of dollars and if that spending is really to serve our ends it

must be done quickly. We must see that our haste does not permit favoritism and graft. All this is a heavy load for any government and one that can be borne only if we have the patience, co-operation and support of people everywhere.

Co-operation is Essential

Finally, this law is a challenge to our whole people. There is no power in America that can force against the public will such action as we require. But there is no group in America that can withstand the force of an aroused public opinion. This great co-operation can succeed only if those who bravely go forward to restore jobs have aggressive public support and those who lag are made to feel the full weight of public disapproval.

As to the machinery—the practical way of accomplishing what we are setting out to do, when a trade association has a code ready to submit and the association has qualified as truly representative, and after reasonable notice has been issued to all concerned, a public hearing will be held by the administrator or a deputy. A Labor Advisory Board appointed by the Secretary of Labor will be responsible that every affected labor group, whether organized or unorganized, is fully and adequately represented in an advisory capacity and any interested labor group will be entitled to be heard through representatives of its own choosing. An Industrial Advisory Board appointed by the Secretary of Commerce will be responsible that every affected industrial group is fully and adequately represented in an advisory capacity and any interested industrial group will be entitled to be heard through representatives of its own choosing. A Consumers' Advisory Board will be responsible that the interests of the consuming public will be represented and every reasonable opportunity will be given to any group or class who may be affected directly or indirectly to present their views.

At the conclusion of these hearings and after the most careful scrutiny by a competent economic staff the administrator will present the subject to me for my action under the law.

Price Inflation Must Be Slow

I am fully aware that wage increases will eventually raise costs, but I ask that managements give first consideration to the improvement of operating figures by greatly increased sales to be expected from the rising purchasing power of the public. That is good economics and good business. The aim of this whole effort is to restore our rich domestic market by raising its vast consuming capacity. If we now inflate prices as fast and as far as we increase wages, the whole project will be set at naught. We cannot hope for the full effect of this plan unless, in these first critical months, and, even at the expense of full initial profits, we defer price increases as long as possible. If we can thus start a strong, sound upward spiral of business activity our industries will have little doubt of black-ink operations in the last quarter of this year. The

pent-up demand of this people is very great and if we can release it on so broad a front we need not fear a lagging recovery. There is greater danger of too much feverish speed.

In a few industries, there has been some forward buying at unduly depressed prices in recent weeks. Increased costs resulting from this government-inspired movement may make it very hard for some manufacturers and jobbers to fulfill some of their present contracts without loss. It will be a part of this wide industrial co-operation for those having the benefit of these forward bargains (contracted before the law was passed) to take the initiative in revising them to absorb some share of the increase in their suppliers' cost thus raised in the public interest. It is only in such a willing and considerate spirit, throughout the whole of industry, that we can hope to succeed.

Under Title I of this Act, I have appointed Hugh Johnson as administrator and a special Industrial Recovery Board under the chairmanship of the Secretary of Commerce. This organization is now prepared to receive proposed codes and to conduct prompt hearings looking toward their submission to me for approval. While acceptable proposals of no trade group will be delayed it is my hope that the ten major industries which control the bulk of industrial employment can submit their simple basic codes at once and that the country can look forward to the month of July as the beginning of our great national movement back to work.

During the coming three weeks Title II, relating to public works and construction projects will be temporarily conducted by Col. Donald H. Sawyer as administrator and a special temporary board consisting of the Secretary of the Interior as chairman, the Secretary of Commerce, the Secretary of Agriculture, the Secretary of War, the Attorney General, the Secretary of Labor and the Director of the Budget.

Greatest Attempt in History

During the next two weeks the administrator and this Board will make a study of all projects already submitted or to be submitted and, as previously stated, certain allotments under the new law will be made immediately.

Between the twin efforts—public works and industrial re-employment, it is not too much to expect that a great many men and women can be taken from the ranks of the unemployed before winter comes. It is the most important attempt of this kind in history. As in the great crisis of the World War, it puts a whole people to the simple but vital test: "Must we go on in many groping, disorganized, separate units to defeat or shall we move as one great team to victory?"



Abel Exterminating Company, 4224 Live Oak St., has expanded by adding a furniture upholstering, moth-proofing and renovating department.

DALLAS, July, 1933

Gas Company Ad Wins in National Contest

For the third consecutive year, the Lone Star Gas System, with headquarters in Dallas, has won first place in a national advertising copy contest among the major gas companies of the country.

Announcement was made in June by the Public Utilities Advertising Association at its annual meeting in Grand Rapids, Mich., that an ad entitled "Natural Gas Is Your Lowest Priced Domestic Servant," prepared by the advertising department of the Lone Star, had been judged the best piece of copy among all the newspaper advertising placed by

gas companies of the United States in the year 1932.

This prize-winning ad appeared in more than 200 Texas and Oklahoma newspapers in February last year. Copy was prepared by Willard G. Wiegel, assistant advertising manager. Will C. Grant is manager of the advertising department.

EXECUTIVE WANTED!

INDUSTRIAL and MANAGEMENT ENGINEER and BUSINESS CONSULTANT seeks an active qualified associate, familiar with professional industrial engineering and sales analysis. Experienced in selling service to major executives. Ref. exch. Full details in first letter. Doorn-Associates, Sherman, Texas.

Nero Had 1,000 Men to Run His Ice-Box



Nero, who had plenty of frosty grapes for lunch, even while Rome was burning, used snow-water in his refrigerating plant. It took a thousand men to trench it down from the mountain tops to the palace cellar.

Today, a little gas flame does this work, single-handed, for cottages as well as for palaces. Have you seen the ELECTROLUX Gas Refrigerator, which runs without machinery? Come in and investigate.

The New Air-Cooled
ELECTROLUX
Runs for Much Less Cost



LONE STAR
The Dallas  Gas Company
GAS SYSTEM



**Time to go
Places—and
See things!**

PADGITT'S Luggage of
*IDENTIFIED QUALITY adds to
the comfort, convenience and pleas-
ure of travel.

Our factory repair depart-
ment will give you prompt,
efficient service on all lug-
gage repair work.

Padgitt Bros. Co.
FINE LEATHER GOODS SINCE 1898

1020 Commerce St.

BUSINESS DOCTORS....

with their fingers on the pulse of the Nation, say—"A very noticeable improvement is apparent."

Are you going to be ready this Fall to reach the buyers and tell your story in such a way as to sell your merchandise?

The time to start planning and producing the Advertising you will have to use is right Now!

It takes time to get out good Advertising, and that is the kind you will have to use to get your share of the Fall Business. Call me up or, better still, come up and let me help you.

HUGH CARGO

1816 Allen Building
D A L L A S



Retailers of Southwest Report Bright Prospects for Business

THE best business volume since 1929, passing of the era of "price merchandise" and the return of demand for quality goods meaning business at a profit, consumers badly in need of all kinds of goods with prospects that they will have the money to satisfy their needs, retailers with all-but-empty shelves, forecasting a rush to market to replenish stocks—these are the prevailing sentiments expressed in hundreds of letters from retailers throughout the Southwest, in answer to a communication recently sent out by the Dallas Wholesale Merchants Association asking for expressions of opinion concerning the fall outlook.

Following are extracts from typical letters from all sections of the Southwest:

Phelps Shoe Company, Ltd., Shreveport, La.: "Conditions look mighty good to us."

The Boston Store, Denton, Texas: "I believe prospects are great and will give Dallas plenty of business."

R. P. Johnson, Cushing, Texas: "Taken all in all, I believe this section of East Texas has a good season ahead."

Mrs. J. W. Jennings, Brownwood, Texas: "I feel very encouraged over prospects for the coming season. My business the past month was thirty-seven per cent better than the same month last year."

Brown's, Corpus Christi, Texas: "The past month has been a surprise. We have not only sold more but made a better profit on what we sold. We are purchasing every bit of quality merchandise we can possibly pay for. In our shops we are two months behind on our orders for special high-grade, custom-built furniture, and if orders continue to come in like they have during the last two weeks, we will be completely snowed under."

Julian's Booterie, Harlingen, Texas: "The outlook is better than ever for continued improvement."

P. N. Stockton, Kerens, Texas: "If commodity prices stay at their present level or go higher, we will have the best business we have had in several years."

L. B. Bonner & Company, Eureka, Texas: "A great majority of the people have done without the necessities of life so long that there should be a large demand for clothing, shoes, farm implements and household articles during the fall season. We believe the corner has been reached where better times begin."

W. L. Crouch, Madisonville, Texas: "Should there be a bountiful crop in Texas and prices continue to rise, it is my opinion that the Dallas wholesale market will be taxed to full capacity to supply the demand."

R. L. Miller, Call, Texas: "I think we should have an increase of about fifty per cent this fall. More people are em-

ployed and the majority are out of clothing. I can see nothing but good times ahead in the near future."

Davis-Harpole Company, Snyder, Texas: "Every one of our farmers is in a hundred per cent better shape than a year ago. The fall business outlook is better than it has been for several years. I can see no reason why we should not have a wonderful business."

Ramsey Variety Store, Junction, Texas: "The outlook is better for fall business than any time since 1929."

R. F. Crum, Santa Anna, Texas: "If the present price of cotton continues we will have better business than we have had at any time during the past three years."

Walker Westbrook Company, Satin, Texas: "The brightest prospects in years. The cheapest crop ever made. If we make the crop and get the price we will need plenty and have the money to buy with. We might have the biggest fall business in history. We are out of everything."

Joe Pryzant, Willis, Texas: "I am looking for this fall to be almost as good as 1928 if cotton stays around nine cents and the retail merchant with the goods will surely do business. I know it is coming, so be prepared for it."

Tappan's, Sherman, Texas: "This is the first time in several years that we have really looked for an increase in business during the fall. We are very optimistic."

Cinderella Shop, Mineral Wells, Texas: "From present outlook, the coming fall season offers the greatest opportunity for a 'comeback' that we have had in the past four years. It is my belief that the era of price merchandise is passing with the present season and that the fall season will mark the beginning of a new profit era."

K. C. Store, Borger, Texas: "The time is here for business with a profit and this section will have a good business for fall as anywhere."

R. H. Fall, Chireno, Texas: "I am optimistic for a big fall business. If cotton sells around ten to twelve cents we will sell at least thirty-five to forty per cent more dry goods than last fall."

Model Style Shoppe, Levelland, Texas: "If we get rain we are expecting one of the biggest fall businesses in four years."

Albert Thompson, Crockett, Texas: "If cotton stays at present price I believe we will have the biggest business in the world's history. This applies to dry goods merchants more than other businesses because worlds of people are entirely out of clothing, household linens, etc."

Mrs. Alta B. Caddell, Otto, Texas: "Prospects for fall business here better than for eight or ten years."

Miller's Shoe Store, Gainesville, Texas: "We believe fall business will show quite

an increase over last fall, and if farm products continue to advance there is no question of it."

Harper Music & Battery Co., Eastland, Texas: "The last thirty days have shown marked increase in retail sales. There is a more optimistic feeling generally."

The Fashion Shop, Arkadelphia, Ark.: "We expect a very decided increase in our business this fall and feel that there will be a demand for a better class of merchandise than for the past few years."

John L. Ottinger, Bertram, Texas: "The people here will have to spend about all the money they can get as people here will have to restock everything from baby's shirt to grandad's threshing machine."

John F. Grant Lumber Company, Del Rio, Texas: "We are optimistic over the prospects for a general recovery of trade conditions. Many things are happening to justify this feeling. In this section we have nearly a three hundred per cent increase in the price of wool over a year ago and a greatly improved market for sheep. The lumber market is up from \$3 to \$6 per thousand and more inquiries than we have had for many months. Some are paying off their old accounts and notes. We believe we are 'getting well' rapidly."

Meinecke Bros. Hardware Co., Lubbock, Texas: "Our business so far this year has been about thirty per cent better than for the same period last year."

Morris & Company, Eldorado, Ark.: "We note some change among the people. They do not talk depression and while merchandise is very cheap they are spending a bit freely. One thing we note just now is the number of people talking of visiting the World's Fair and are looking for popular-priced wardrobes to make the trip. This should give us the pep we will need during the hot months and between season business we will want."

J. B. Milam, Jr., Ruston, La.: "I am very optimistic about business for the coming fall. My business is now showing an increase over last year."

Roach's, Inc., Del Rio, Texas: "Due to increase in prices of wool and mohair and some increase in prices of livestock, we anticipate that our fall business will be very much better than last year. Our business during the past sixty days has shown a marked improvement."

The Palace, Monroe, La.: "We are preparing for a good fall and have every reason to believe we will not be disappointed."

E. W. Copeland, Camden, Ark.: "Conditions look much better here. The only problem as we see it is to get people to work. If that can be done we have ahead of us some very profitable years."

Gwin & Saffarrans, Inc., Allen, Okla.: "We feel that with a fair crop, with better prices for fall crops, business should hum and everyone is looking forward to this end. Our merchants owe less and more are discounting their bills than in former years. Collections are very good. Our farmers need everything."

John P. Cox Drug Company, Hope, Ark.: "If we can get a crop this year we will have the best fall business since 1928."

Gilliland & Son, Mangum, Okla.: "If our cotton makes a fair yield and we can get eight to ten cents we will have all the business we can take care of."

Goldwater's Mercantile Co., Phoenix, Ariz.: "If the present unity of feeling that is prevalent throughout the country and the spirit of co-operation that is evident among our government officials prevails until fall, I look for a marked upturn in fall business. I might add that all the merchants in this city are of practically the same opinion."

Hunter & Son, Roswell, N. M.: "Every-one out here is feeling optimistic. Our business is showing a nice increase and by fall we are expecting to be back to what we refer to as the 'good old days' or towards recovery anyway."

Mrs. E. Hertz, Harlingen, Texas: "Prospects look very bright to the farmers and we should be able to sell a lot of good merchandise at a regular profit and not sacrifice anything on account of low buying power."

Benham's, Brady, Texas: "Things were never as good for us as now. For two years it has been hard to sell a dress for over \$10; most of my dresses have sold under \$5. Got in twenty chiffon dresses last week, sold at \$22.75, five at \$29.75 and one at \$49.75. You know I feel good. This is the first money I have made in a long time. Buy better dresses, you can sell them."

Rephan's Chain Store, Camden, Ark., reports agriculture in the Camden district improved, all saw mills operating with prices improving, all industries running, most of them full time, and considerable highway work under way, reporting that "indications are very bright for improved business this fall."

Wholesale Dry Goods Firm Enlarges Space

Ely & Walker Dry Goods Company of St. Louis, established a stock house in Dallas early in 1932, occupying considerable space on the ground floor of the first unit of the Santa Fe Building, and carrying substantial stocks for quick delivery out of Dallas. In June, they leased the adjoining space which gives them nearly double their former area and enables them to carry greatly increased stocks in Dallas. R. P. Naylor is manager of the Dallas branch.

Paper Company Expands

The Weaver Paper Company, Inc., has moved into the building at 325 North Walton St., representing a substantial enlargement of the company's facilities. The company distributes wrapping paper, paper bags, paper boxes, twines, gum tape, sales books, paper specialties and floor sweep.

Where Men and Women Like to Bank



For almost 58
years we have
worked to make this
a bank people like
to come to.

In all those years
we have never for-
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damentals: To deal
humanly with our
customers, to serve
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and helpfulness, to
make this a bank
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like.

First National Bank

in Dallas

We LOOK toward the day when business prospers

Three years of business stagnation have proven a heavy burden to the telephone company, just as to everyone else. Declining telephone usage and declining telephone revenues go hand in hand, and the most rigid economies have been necessary to meet the situation they have created.

In these times we feel that our big job is to keep service good. This we have done to the best of our ability. Long distance connections are made, in most cases, while you hold the line. Switchboards and central offices are manned by experienced employees. There has been no slackening in the effort to give the type of good, reliable telephone service our subscribers need and want.

Today we look hopefully toward the time when, in Texas harbors, cotton will again slide into the dark holds of waiting ships . . . when smoke again rolls from factory chimneys and the whistle calls a full day shift to work . . . when the cattle on a thousand ranches begin to look like money . . . and when the wool and wheat, the hogs and corn, the vegetables and fruits of the Southwest will again move in steady streams to markets and consumers that have been too long without them.

And when, incidentally, the telephone lines of this vast area will once more hum with the torrent of words and messages essential to reawakened business. Then, as now, we will strive to furnish the best possible service at the lowest cost consistent with sound management. Southwestern Bell Telephone Company.



Dallas Trade Territory Gains Millions in New Buying Power

ELSEWHERE in this issue appears an article quoting excerpts from letters received from retail merchants throughout the Southwest who are almost unanimous in their belief that business this fall will be better than at any time since 1929. These opinions are based on the upward trend in commodity prices and on business improvement in general.

Various sources of information confirm these opinions, when a study of actual increases in spendable income is made.

In the first place, if the Government's program for cotton reduction goes through, cotton farmers in Texas, it is estimated, will receive an immediate payment of something like \$40,000,000. Oklahoma, Arkansas and Louisiana should receive not less than \$25,000,000 from this same source, putting into the hands of the farmers during the dull summer months \$65,000,000 in actual cash. Most of this will find its way immediately into the channels of trade, for most farmers need clothing, household supplies, implements and many other articles that this money will enable them to buy at once. Turning \$65,000,000 in money loose in the Southwest during July and August will avoid any possibility of a summer slump, something that the figures have thus far indicated will not take place according to schedule this year because the usual conditions producing this slump have been more than offset by continued business improvement.

Texas has been allotted nearly \$25,000,000 from the huge public works fund for highway improvement, and the three other states in the Southwest will probably receive not less than \$15,000,000 from this fund for the same use, making another \$40,000,000 in new money, most of which will be expended in the Southwest during the fall and winter months.

Farm Income Increase \$400,000,000

Victor H. Schoffelmayer, agricultural editor of The Dallas News, in a recent article, estimated that current commodity price levels have added \$231,637,328 to the farm income of Texas producers, a gain of sixty-five per cent over last year. Gains in Oklahoma, Louisiana and Arkansas, from the same source, should bring the total for the Southwest to well over \$400,000,000, meaning that the farmers of the Southwest will have that much more money to spend this year than in 1932.

The recent increase in crude oil prices has doubled the money value of crude oil produced currently, with every prospect that further gains will add tremendously to the increased buying power of the Southwest from this source.

Every municipality in the Southwest is applying to the Federal Government for funds for public construction, and

these funds when granted will cause millions of additional dollars to be expended for materials and payrolls, in street paving, construction of schools and other public buildings, and in similar improvements.

Stuart McGregor, editor of The Texas Almanac, in a recent article in The Dallas News, estimates that the total income from all sources in Texas this year will be in excess of two billions of dollars, \$360 per capita, or a 30.5 per cent increase over last year. Of this amount, seventy per cent, or \$1,400,000,000 is yet to come, income that will be received and put into circulation during the fall and winter months.

East Texas to Have More Money

In East Texas, where Dallas does much business, the increased price of oil will add millions to the income of producers, land owners and royalty owners. Much new drilling will be done as a result of the new spacing rule. With many wells in that district preparing to go on the pump, millions will be spent for new equipment, employment will be given to thousands and payrolls will be better than at any time during the history of the field. Those acquainted with oil field operations say that when a large field goes on the pump, it produces more business than at any time in its development, because payrolls are larger, employment is steadier. Business in the East Texas oil area should, therefore, be better this fall than at any time in the field's history, and as most of the merchants in that region depend on Dallas wholesalers and manufacturers for their goods, Dallas' volume from that region should be the best it has ever enjoyed.

Rising prices and increased confidence have already contributed materially to general buying, with the result that all lines of business are showing substantial increases, meaning more people at work, larger payrolls and larger spendable income for all classes of workers.

Combining all these factors, it seems reasonable to expect that those business men of the Southwest who are looking for better business this fall than they have had since 1929 will not be disappointed.



Chamber Sponsors School

Sponsored by the Dallas Chamber of Commerce, the Southwestern Chamber of Commerce School will be held at the Baker Hotel in Dallas, beginning July 24 and running through July 28. Secretaries of Chambers of Commerce throughout Texas, Oklahoma, Arkansas, Louisiana and New Mexico are expected to attend for a study of problems confronting chambers of commerce, under the leadership of prominent business and chamber of commerce executives.

Continental Supply

(Continued from Page 6)

of the United States and Canada, most of them being in the midcontinent field. It also maintains an export office in New York.

"At the present time under existing conditions, the general office alone employs about 150 people, and future developments probably will result in the employment of about 250. A large number of the present employees of the St. Louis office will be moved to Dallas."

The officers of the company are: William J. Morris, president; F. L. Brinegar, assistant to the president; F. M. Mayer, vice-president and treasurer; B. K. Kelly, assistant treasurer; C. A. Gutgesell, assistant treasurer; C. H. Meyer, manager of sales; A. J. Olson, manager of machinery sales, and H. E. Spencer, director of purchases.

Dallas' Importance as an Oil Center

The importance of Dallas as an oil center is shown by the following statistics on companies now located here:

- 280 producing companies.
- 77 refiners and marketers.
- 26 royalty companies.
- 243 individual operators.
- 37 drilling contractors.
- 14 pipe line companies.
- 13 natural gas producers and marketers.
- 4 natural gasoline producers.

24 consulting geologists and geophysicists.

12 petroleum engineers.

4 associations.

1 map publisher.

7 pipe line contractors.

2 publications.

186 supply companies.

Among the companies selling supplies and equipment to the oil industry, with factories, executive offices or important branch offices in Dallas are the following:

American Steel & Wire Company.
Bethlehem Steel Company.
Chicago Bridge & Iron Works.
Continental Supply Company.
Cooper-Bessemer Corporation.
Emsco Derrick & Equipment Company.
Fairbanks, Morse & Company.
Fluor Corporation, Ltd.
Foster Wheeler Corporation.
Foxboro Company.
Frick-Reid Supply Corp.
Fuller & Johnson Manufacturing Co.
Gardner-Denver Company.
General American Tank Car Corporation.

Greene Bros., Inc.
Griscom-Russell Company.
Guiberson Corporation.
Ingersoll-Rand, Inc.
International Derrick & Equipment Co.
Jarecki Manufacturing Co.
Jones & Laughlin Steel Corp.
Linde Air Products Company.
Link-Belt Company.
A. M. Lockett & Co., Ltd.
Lufkin Foundry & Machine Co.
Merco Nordstrom Valve Company.
Lee C. Moore & Company.
Mosher Steel & Machinery Co.
National Carbon Company.
National Supply Company of Texas.
Neptune Meter Company.
North American Tank Car Corp.
Oil Well Supply Company.
Oil Well Surveying Company.
Parkersburg Rig & Reel Co.
Pennsylvania-Conley Tank Car Co.
Pittsburgh-Des Moines Steel Co.
Pittsburgh Equitable Meter Co.
Pittsburgh Steel Company.
Refinery Castings Corporation.
Refinery Supply Company.
Republic Flow Meters Company.
Sperry-Sun Well Surveying Co.
Standard Supply Company.
Steel Tank Construction Company.
B. F. Sturtevant Company.
Sullivan Machinery Company.
Tretolite Company.
Truscon Steel Company.
Henry Vogt Machine Company.
Wagner Electric Corporation.
Westcott & Greis, Inc.
Wheeling Steel Corporation.
Worthington Pump & Machinery Corp.
Wyatt Metal & Boiler Works.
Youngstown Sheet & Tube Company.

Ultra-Violet Home Products Co., 6158 Santa Monica Blvd., Los Angeles, Calif., wants distributor for quartz ultra-violet ray hand unit, designed primarily for home use.

Barbains in Luxury!

Enjoy real accessibility and luxury with economy in an atmosphere of quiet dignity at Dallas' finest, most popular hotel. . . . You will appreciate the perfect service and excellent appointments which do much to make your stay a pleasant one.

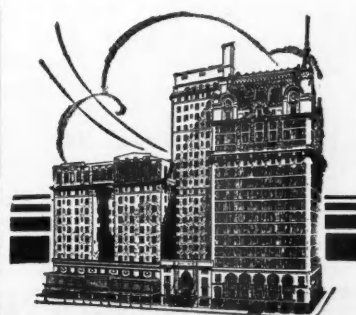
In the Coffee Shop

It's cool . . . prices are extremely low . . . a wide variety of food, the most excellent to be had . . . service ultra-perfect . . . open all night.

In the Barber Shop

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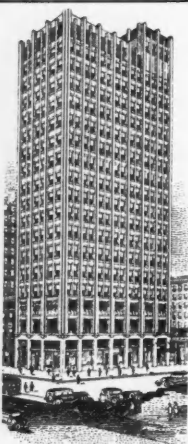
(Continued from Page 7)
ments. Each was prepared so as to supplement rather than to conflict with either of the others.

There is no periodical in the Southwest more widely read and quoted than . . .

THE TEXAS WEEKLY

Edited by Peter Molyneux
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SERVICE UNEXCELLED

There were two really big jobs discussed by the Legislature which they failed to complete: one was a reorganization of the executive and administrative departments of the State government, and the other was a reorganization of the educational system of the State. The work which the Legislature did accomplish in discussing these measures unquestionably will lead to constructive legislation dealing with these problems in the future. In my opinion, the one job left for succeeding legislatures to handle which is of more importance than anything else is a proper organization of the institutions of higher learning in this State, and the complete reorganization of the administration of the public schools in this State. It is true that reorganizing the executive departments of the State government is a matter of importance; but when you consider the fact that in 1932, out of seventy-four million dollars which the State collected from various tax sources, fifty-seven millions were expended for schools and highways, and only seventeen millions for all other State governmental agencies combined, you realize that any plan for economy in government which overlooks expenditures for these two purposes is simply a camouflage. Expenditures for State highways have been very materially cut by allotting a substantial portion of the highway funds to counties to retire existing public debt incurred for road construction purposes, and is probably as much reduction as this department is able to stand. But there is no question but that even under existing appropriations there is and will continue to be waste in appropriations for higher education in this State until a more workable plan of control is adopted by the Legislature.

Economy Program Far-Reaching

This Legislature had before it a proposal to abolish all existing boards of control for the fifteen institutions of higher learning in Texas, and put all of these institutions under the control of the State Board of Education. The bill carrying this provision passed the House, but was not given favorable consideration in the Senate. But in cutting State appropriations, thirteen million dollars, or more than twenty-five per cent, providing for submission to the people of a complete plan for reorganizing county government, submitting to the people an amendment to definitely limit the power of future legislatures to tax and expend public funds, and in allocating to the students in institutions of higher learning the task of carrying a part of the cost of higher education in this State—all taken collectively constitute, in my opinion, the most constructive, far-reaching program of legislation for real economy in government ever enacted by any legislature in this State.

There are some who seem to be worried because they fear the Legislature did not provide sufficient revenue to eliminate all existing State deficits. But the fact is that a State deficit is not really so dangerous as a State surplus.

A deficit serves as a brake on public spending, while a surplus in the treasury of tax funds is an invitation to the multitude of tax-spending agencies to make further raids on the taxpayer's purse.



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Zenith-Casino
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Also Your Hat Cleaned and Blocked

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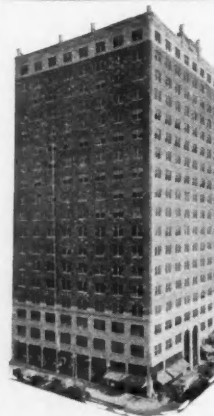
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Conservative in
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tenants.

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BUSINESS OPPORTUNITIES

Fishoilene, Inc., 7201 Wentworth Ave., Cleveland, Ohio, manufacturers of protective coatings to prevent rust on metal surfaces, want sales agent on commission basis.

Lyon Metal Products, Inc., Aurora, Ill., wants sales agent for line of steel shelving, steel lockers, steel shop boxes, folding chairs, storage cabinets, merchandise display cases and kindred products.

Structural Gypsum Corporation, 535 Fifth Ave., New York, wants agent contacting the building trades, architects and builders to sell line of building materials.

S. J. Campbell Company, 1335 Altgeld St., Chicago, Ill., makers of high-grade living room furniture, want sales representation in Dallas for the Southwest.

Durwyllan Company, 35 Kentucky Ave., Paterson, N. J., is bringing out a new line of chemicals that will be sold to the automotive and hardware trade and wants a salesman for the Dallas district.

Smith Cabinet Manufacturing Company, Salem, Indiana, manufacturers of dining room and bed room furniture, want sales representative in Southwest. Write to Edwin Galavan, 7519 Barton Ave., Chicago, Ill.

Wodack Electric Tool Corporation, 4627 West Huron St., Chicago, Ill., manufacturers of portable electric tools, desire sales representation in the Southwest through a manufacturers' agent calling on the jobbing trade.

Metal Products Company, 709-11 East 61st St., Los Angeles, Calif., wants factory representative in this territory for the distribution of a line of gasoline tank truck valves and equipment.

Fox Company, 4720 North 18th St., Philadelphia, manufacturing a line of duplicate bridge boards, baby bottle sterilizers, shoe trees, garment hangers, toy guns, souvenirs, spare tire locks, etc., want sales agent for this district.

The Scott & Fetzer Company, Cleveland, Ohio, wants a distributor in the Dallas district for household vacuum cleaners, electric and non-electric, and sanitation systems.

Federal Life & Casualty Company, Detroit, Mich., wants representative for the Dallas district. Write Fred Grainger, agency director.

Tex-Ant Products Company, 118 N. W. Second Ave., Miami, Fla., manufacturing ant and roach poisons, wants distributor for Dallas district.

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DALLAS, TEXAS

PRINTERS AND PUBLISHERS

Buyers' Information Service Available

The Industrial Department has on file a complete list of all products made by Dallas factories, a record of all national concerns with branches in Dallas, a list of national manufacturers represented by Dallas brokers, jobbers and manufacturers' agents, and much additional information along this line.

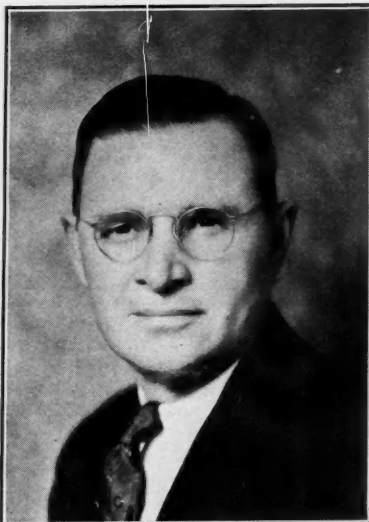
Dallas concerns desiring to buy any particular brand or trade marked article, or any product of a local or national manufacturer, may secure the name of the manufacturer or the local agent handling such article by telephoning the Industrial Department. If you know the name of the manufacturer or only the trade name or brand, and will telephone this department, it can tell you immediately if such article is handled in Dallas and the name and address of local manufacturer, agent or dealer.

In addition to a complete record of all Dallas manufacturers and a list of the articles they make, the department has on file the names of approximately 2,500 national concerns that maintain branches in Dallas and about the same number of national concerns that do not have their own branches here but are represented through local wholesalers, jobbers, brokers or manufacturers' agents.

This is one of the many services provided by the Chamber for the convenience of Dallas concerns.

E. G. Allen, general superintendent of production, Shell Petroleum Corporation, Houston, has resigned and returned to Dallas to make his residence here. He will engage in business for himself.

Manages Austin Hotel



AL H. BADGER

Al H. Badger, formerly manager of the Hotel Longview, became manager of the Stephen F. Austin Hotel at Austin on July 1, according to an announcement by C. N. Hilton, general manager of the National Hotel Company of Galveston.

Mr. Badger has been an outstanding hotel man in Texas for the past twenty-five years, having managed the Park Hotel and the Dallas Country Club, in Dallas, and later hotels in several West Texas cities.

ELECTED

Will S. Henson has been elected president of the Dallas Advertising League, to succeed W. C. Grant, whose term has expired. J. Richard Brown was elected first vice-president and Jordan Ownby second vice-president. Pierre Fontain was re-elected secretary. Directors elected were: Sid Dunken, Oswin K. King, Laurence Melton, Sig Badt, Earl Bateman, Hugh Cargo, Dudley Kenedy and Dr. S. T. McMurray.

Roy Christian, manager of the Oak Cliff-Dallas Commercial Association, was elected president of the Texas Chamber of Commerce Managers, the new name for the Texas Commercial Executives Association, at its recent convention in Tyler. Other officers elected were: George W. Briggs of Pampa, vice-president; L. A. Wilson, Vernon, secretary-treasurer.

Gus K. Weatherred, vice-president and associate manager of the Dallas Transfer & Terminal Warehouse Company, attended a meeting in Chicago recently, as a delegate from the Southwest on the national committee of warehousemen appointed to work out plans for the warehousing industry under the national industrial recovery act.

Eric Gambrell, president of the Dallas Junior Chamber of Commerce, was elected a director of the United States Junior Chamber of Commerce at its recent national convention in St. Paul, Miami, Fla., was selected for the 1934 convention.

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we will completely overhaul your Chevrolet motor. This price includes all labor and genuine Chevrolet parts. We are equipped with special Chevrolet tools for every operation. Guaranteed work is done by factory trained men. This special offer is good for July and August and includes all of the following operations:

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Fit new pistons.
Fit new piston pins.
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Tighten all main bearings.
Tighten all connecting rods.
Align connecting rods.
Clean carbon.
Replace and reseat valves.

Grind valves.
Clean and space spark plugs.
File and adjust distributor points.
Check timing.
Pull carburetor, clean out and set float level.
Adjust carburetor.
Clean fuel pump bowl.
Install new cylinder head gaskets.
Install new manifold gaskets.

Install new valve cover gaskets.
Install new oil pan gaskets.
Oil and adjust valve tappets.
Tighten all hose connections.
Tighten fan belt.
Drain, flush and refill radiator.
Change oil.
Service battery.
Adjust brakes free.
Straighten bumpers.

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